MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMR 1014 – FUNDAMENTALS OF MARKETING

(All Sections/Groups)

14 OCTOBER 2019
2.30 p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages including cover page with 4 Questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

QUESTION 1

(a) Explain how Sony portable DVD product might have moved through the stages of new product development.

(20 marks)

(b) Explain how you went through the stages of consumer buyer decision process when purchasing a product.

(10 marks)

(Total: 30 marks)

QUESTION 2

a) Companies need to watch their competitor closely, as they need to find their competitive marketing strategy, it will help the company to evolve and to position themselves effectively in any kind of market. Discuss the **FOUR (4)** evolving company orientations AND justify which orientation is considered as the most successful in today's competitive environment. (15 marks)

b) Many companies opposed consumerism, environmentalism, and other elements of sustainable marketing. Recently, most companies have grown to embrace sustainability principles to create customer value and strengthen customer relationships. Discuss **FIVE (5)** sustainable marketing principles in order marketing system can be efficient in the company.

(15 marks)

(Total: 30 marks)

Continued ...

QUESTION 3

a) What is the Boston Consulting Group (BCG) growth-share matrix?

(4 marks)

b) Discuss the common strategy that could be implemented under each quadrant.

(16 marks)

(Total: 20 marks)

QUESTION 4

a) Briefly explain how does the concepts of needs, wants, and demands relate to marketing practice and provide examples to illustrate your answer.

(10 marks)

b) Marketers can obtain information from internal data and from competitive marketing intelligence. Compare and contrast the two sources of information.

(10 marks)

(Total: 20 marks)

End of Paper